



REPLY TO  
ATTENTION OF

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**DEPARTMENT OF THE ARMY**  
HEADQUARTERS, UNITED STATES ARMY CADET COMMAND  
FORT MONROE, VIRGINIA 23651-5000

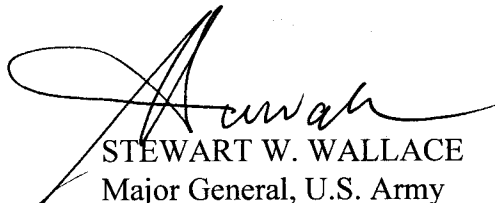


29 OCT 1996

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Policy Memorandum 10 – Recruiting

1. General. I equate recruiting to mentoring. As such, everyone within this command is a recruiter. We need to always be looking for the best students to bring into our Army as officers and quickly and efficiently eliminate those cadets not suitable for service.
2. On campus recruiting. First, I want to maintain our emphasis with the “Five Chances to Say Yes.” Specifically, we will continue to incorporate our recruiting operations with those of the university’s. Recruiting Publication Items included in college mail-outs, ROTC scholarship opportunities included in university applications, President endorsed ROTC letters sent to incoming freshmen – all are critical to a successful marriage between the university administration and the Military Science Department. Second, we must ensure that ROTC courses are listed accurately and fairly in university catalogs and must include photos of cadets, in uniform, interacting with other students. The university must portray ROTC classes in the same manner of professionalism as any other academic course.
3. I believe that many universities are not doing all they can to assist us in recruiting the best qualified cadets. You need to actively campaign your key influencers, alumni, and administrators to assist you with your recruiting efforts. An ROTC program on campus lives – and dies – by the support of the university. We need their help and they should be happy to have us!

  
STEWART W. WALLACE  
Major General, U.S. Army  
Commanding General

DISTRIBUTION:

Commander, 1st Region (ROTC)  
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Chief of Staff, Cadet Command